Measurement of Consumers' Attitude toward Advertising Music

By

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Abstract

Studying consumers' attitudes have been a prime concern in ad research to formulate effective ad strategies. The objective of numerous ad campaigns is seemed to positively influence attitudes of the consumers (Albarracin & Shavitt, 2018; Pecheux & Derbaix, 1999; Craton, Lantos, & Leventhal, 2017). Music plays an indispensable role as a background stimulus that invariably helps in augmenting the efficiency of an advertisement. Consequently, ad practitioners have come to realize how music could be used to influence consumers' buying behavior positively and for that, it is inevitable to measure consumers' attitude toward advertising music (A_{am}). Accordingly, consumers' attitude toward ad music (A_{am}) may have a significant impact on other attitudinal constructs, i.e., consumers' attitude toward ad (A_{ad}), toward brand (A_b), and purchase intention (PI) (Lantos and Craton, 2012). Hence, there is need of an assessment of the relationship of A_{am} construct with consumers' A_{ad}, A_b, and purchase intention. Different consumers have different attitudes toward *music* deployed in the ad, which they evaluate from the perspective of its fit with different elements of the ad; created appeal, and utilitarian value. Further, it is expected that advertisers be supposed to identify consumers' A_{am} and their shares in the market, which can be a critical event for the proper inclusion of music in ad. Hence, it necessitates for a study segmenting consumers based on their A_{am}.

This thesis is concerned with the conceptualization and operationalization of consumers' attitude toward advertising music (A_{am}), a central construct in the purview of advertising discipline. I first conceptualized the A_{am} construct and then, constructed a reliable and valid scale. I tested the predictive validity of A_{am} scale and its relationships with other attitudinal constructs viz. consumers' A_{ad}, A_b, and consumers' PI. Next, a segmentation study based on consumers' attitude toward ad music was conducted to highlight the practical implications of the

scale. This thesis entitled ***"Measurement of Consumers' Attitude toward Advertising Music"*** comprises of three interrelated stand-alone studies.

Study 1 (chapter 3) broadly had three objectives. The first objective was conceptualization of A_{am} construct. The second objective was exploration of the underline factors of A_{am} construct. The third objective was to construct and validate a psychometric scale to measure consumers' A_{am}. I conducted an extensive literature review in the advertising and marketing domain and then followed the standard scale development procedure (Churchil, 1979; Hinkin, 1995; Mackenzie, Podsakoff, & Podsakoff, 2011) to develop A_{am} scale. I performed an exploratory factor analysis (EFA) (Hair et al., 2010) using SPSS 16 to identify the factors of the A_{am} construct. The EFA provided three factors of A_{am}. These are named as *congruity*, *music appeal, and utilitarian.* Further, confirmatory factor analysis (CFA) (Hair et al., 2010) was performed using AMOS 20 in a different sample. Further, the reliability, convergent validity and discriminant validity of the scale were examined using standard scale reliability and validation measures. CFA results show an acceptable model fit**.** The author followed the procedural as well as a statistical remedial measure to minimize common method variance as suggested by Podsakoff et al. (2003). The scale has significant theoretical as well as managerial implications. With the help of this scale, advertisers can make effective and efficient ads understanding the attitude of the ad music consumers.

In **Study 2** (chapter 4)*,* I tested the predictive validity of A_{am} concerning A_{ad}, A_b, and PI. Next, responses were collected from a different sample to assess the relationship of A_{am} with A_{ad}, A_b, and PI. Further, using AMOS 20, the author of this thesis examined the underlying relationships between A_{am} and A_b with A_{ad} being a mediating factor and between A_{am} and PI with A_{ad} and A_b being mediating factors. For mediation analysis, I adopted the bootstrap method

(Cheung & Lau, 2008). From the Study 2, I found a strong relationship of A_{am} with other attitudinal constructs viz. A_{am} with A_{ad}, A_b, and purchase intention. Further, it was found that, underlying relationships between A_{am} and A_b with A_{ad} being fully mediating factor; A_{am} and PI with A_b being partially mediating factor, and between A_{am} and PI with A_{ad} and A_b being fully mediating factors. This is a novel attempt to assess its relationships with other attitudinal constructs: A_{ad}, A_b, and PI. This study has significant theoretical and managerial implications in ad discipline.

Study 3 (chapter 5) focused on identifying consumers segments based on their attitude toward advertising music (A_{am}). It is also evident that Indian consumers, similar to other countries, have a wide range of music preferences. Along with regional, Indian classical, and other Indian music genres, they listen to western pop, rap, and classical music. Thus, the topic of interest is highly relevant to the sample chosen (Reynolds *et al.,* 2003, p. 86). It is pertinent to mention here that, identifying the comparative and specific perspectives of the targeted country's consumers' generations, their music preference, and their ad music attitude can help the advertisers to build the profile of the segments to use music in advertising internationally.

I carried out a cluster analysis (i.e., hierarchical and K-mean, Hair et al., 2010; Ketchen & Shook, 1996) to identify possible segments of consumers based on A_{am}. Subsequently, a multiple discriminant analysis (MDA) (Hair et al., 2010) was carried out to find out the difference among clusters. There are three segments of consumers based on their A_{am}. These are named as *enthusiasts, neutral,* and *not-excited*. The findings of this study may help the advertisers to design advertisements by looking into consumer segmentation based on their A_{am}.

Consumer segmentation based on attitude toward ad music (*enthusiasts, neutral, not-excited)* increases ad strategy effectiveness. *Enthusiasts* have a broad musical preference facilitating the most creativity in ad development and execution. *Enthusiasts, neutral, and not-excited* all prefer ad music from their favorite artists. Ad music budget will determine music choice (pre-existing, new, original artist, cover, etc.).

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